

What's hot...

Pancake Day



The popular name for Shrove Tuesday, Pancake Day marks the last day before Ash Wednesday and the start of Lent, the Christian period of abstinence and penitence. So why pancakes? It seems the custom arose because pancakes were a great way to use up ingredients like sugar, fat and eggs that would have traditionally been given up for Lent. It may have lost its religious significance for many of us, but it remains enduringly popular and is a great sales opportunity in the build-up towards Easter.

There might just be three ingredients involved in creating pancakes, but there is still a whole variety of choices for each ingredient, from gluten-free flours and plant-based options to replace the dairy milk and eggs to ready-to-go mixes for those who are looking for the ultimate convenience. And of course, that's before you even consider the toppings!

We've pulled together our top pancake products for your store:



88167 – Mrs Crimbles Gluten Free Pancake & Batter Mix, 200g – **RSP £2.29**



12301 – Orgran Buckwheat Pancake Mix, 375g – **RSP £3.39**



705830 – Supergood! Flippin' Lovely Pancake Mix, 200g – **RSP £3.95**



702729 – Tree of Life Organic Oat Drink, 1Ltr – **RSP £1.59**



705894 – Oggs Aquafaba Liquid Egg Alternative, 200ml – **RSP £2.49**



80698 – Bobs Red Mill Gluten Free One for One Baking Flour, 500g – **RSP £5.89**



43225 – PLj Lemon Juice, 500ml – **RSP £2.49**



705679 – Meridian Chocca - Crunchy Chocolate Spread, 240g – **RSP £3.59**



92971 – St Lawrence Gold Organic Amber Maple Syrup, 250ml – **RSP £6.79**